
Pittsburgh Regional Technology Showcase: Attendee Feedback Report

September 2000

**Prepared for:
Office of Industrial Technologies
U.S. Department of Energy**

This work was performed under Contract Number
DE-AM26-99FT40465, Task Number NT50508

**Prepared by:
Concurrent Technologies Corporation**

 **Concurrent Technologies Corporation**

*Pittsburgh Office, 425 Sixth Avenue, Regional Enterprise
Tower, 28th Floor, Pittsburgh, PA 15219
Phone: (412) 577-2640 Fax: (412) 577-2660*

TABLE OF CONTENTS

	Page
1.0 EXECUTIVE SUMMARY	1
2.0 INTRODUCTION.....	3
3.0 METHOD AND STATISTICS ON ATTENDANCE AND FEEDBACK RESPONSES	3
4.0 RESULTS OF RATINGS	5
5.0 OPEN-ENDED RESPONSES	9
5.1 RESPONSES BY TOPIC.....	9
5.1.1 Overall Showcase.....	9
5.1.2 Congressional Field Hearing.....	10
5.1.3 Attendance, Publicity, and Networking	10
5.1.4 Simultaneous Sessions	11
5.1.5 Exhibits	12
5.1.6 Location.....	12
5.1.7 Meeting Logistics.....	13
5.1.8 Feedback Form and Telephone Interviews	13
5.2 RESPONSES BY QUESTION.....	13
6.0 INTEREST IN FUTURE IOF SHOWCASES	16
7.0 UNRESOLVED ATTENDEE BUSINESS	17
8.0 SUMMARY	18

LIST OF FIGURES

	Page
1. Attendee Ratings of Quality	7
2. Attendee Ratings of Relevance	8

LIST OF TABLES

	Page
1. Attendance by Professional Category	4
2. Responses by Professional Category.....	4
3. Outcomes of Calls Made during Telephone Interviews.....	4
4. Response Data from Written Feedback: Ratings of Quality of the Overall Showcase and Individual Showcase Programs	6
5. Response Data from Written Feedback: Ratings of Relevance of the Overall Showcase and Individual Showcase Programs	6
6. Number of Steel Showcase Attendees Indicating a Desire to Attend Other IOF Showcase Events.....	17
7. Attendee Response regarding the Suitable Time Interval between Steel Showcase Events.....	17

LIST OF APPENDICES

APPENDIX A – Written Feedback Form

APPENDIX B – Telephone Interview Form

APPENDIX C – Responses to All Questions from All Respondents

1.0 EXECUTIVE SUMMARY

This report documents findings from the feedback solicited from attendees at the *Pittsburgh Regional Technology Showcase, A Celebration of the New Steel*, held May 4 and 5, 2000, in Pittsburgh, Pennsylvania. The purpose of this report is to identify areas of improvement for planning and executing future OIT technology showcase events. The attendee feedback was obtained by Concurrent Technologies Corporation (CTC) under its support to the Office of Industrial Technologies (OIT) BestPractices Program.

OIT cosponsors technology showcase events with industry to provide integrated delivery of technologies, information products, services, and state and federal resources to propagate energy efficient operations and practices across all applicable manufacturing industries. The theme of the *Pittsburgh Regional Technology Showcase* was to support, promote, and highlight the use of advanced technologies in steel manufacturing in the Pittsburgh region and the nation. This two-day event consisted of five tracks of classroom sessions, two plant tours showcasing nine innovative technologies under a real-use environment, an industry/government exhibit hall, a student track focusing on steel workforce development, and a specially-held Congressional field hearing titled “The Future of U.S. Steel and the Role of Technology.” Copartners of this event with the OIT included the Pennsylvania Department of Environmental Protection, American Iron and Steel Institute, and Steel Manufacturers Association.

The feedback regarding the Showcase was gathered in two steps. First, a written feedback form was mailed to all 398 registered attendees, and 56 mailed-in responses were received. This was followed by telephone contact with 125 attendees selected randomly, but with a particular emphasis on industrial participants. Twenty telephone interviews were completed. The overall response rate from the combined feedback forms and telephone interviews is 19 percent (i.e., 76 responses out of 398 attendees). The attendance and response rates by professional category are shown in the summary table below.

Attendance by Professional Category with the Corresponding Number and Percentage of Combined Written Feedback Forms and Telephone Interview Responses

Professional Category	Attendance	Number of Responses	Response Rate
Industry	156	43	28%
Government	85	10	12%
Student	129	8	6%
University	12	3	25%
Other*	16	12	75%
Total	398	76	19%

* The “other” category includes those affiliated with media, unions, or OIT support contractors.

The written feedback form and the telephone interview form are provided in Appendices A and B, respectively. In addition, all responses to each question have been compiled without modification or omission and are presented in Appendix C. Further, each individual response has been assigned a unique number that can be used to trace its connection to one of the five professional categories identified above.

General conclusions and representative comments drawn from the feedback responses in regard to the *Pittsburgh Regional Technology Showcase* are summarized below.

- The quality of the overall Showcase and each program element was ranked on a scale of 1 to 10, with 10 being the best performance:
 - Overall Showcase ranking: 8.0
 - Individual program rankings, from top to bottom:
 - Congressional Field Hearing: 8.8
 - Weirton Steel Tour: 8.2
 - Student Program: 8.0
 - Research and Development: 7.8
 - Plant Technologies & Energy Use Analysis / Exhibits (tied score): 7.7
 - U.S. Steel Plant Tour: 7.6
 - Commonwealth of Pennsylvania Steel Technology Initiatives: 7.5
 - Best Practices for Higher Productivity: 7.4
 - Federal Funding and Assistance Opportunity: 7.3
- The positive response to the overall Showcase event is reflected in the average ranking of 8 out of a possible score of 10, as indicated above. However, many attendees felt there was room for improvement. For example, many made comments similar to the following: “*DOE did a nice job. Need to get more booths and invite more people.*”
- Responses to two open-ended questions about what attendees liked or did not like about the Showcase generally did not address specific aspects of the individual program elements ranked above. The pros and cons included in these comments have been grouped by general topic and are presented in Section 5.
- Some notable negative comments were made in regard to what attendees did not like about the Showcase. Generally, exhibit facilities and attendance were considered to be inadequate by many. Numerous attendees made suggestions including better publicity to address the low attendance issue and resulting related issues, such as inability to network with or outreach to a desired level of industrial representatives.
- Some constructive observations were also drawn from the open-ended responses. In regard to the aspect of concurrent sessions and meeting logistics, many attendees commented that the scheduling of simultaneous sessions forced them to miss topics they were interested in. This had the secondary effect of yielding low attendance at concurrent programs.
- Most participants expressed interest in attending future OIT showcase events. On average, each respondent indicated an interest in attending three showcases during the period of October 2000 to September 2001. The three IOF showcases with the most interest were Steel, Aluminum, and Metalcasting. This orientation is not surprising from attendees at a showcase for Steel.

2.0 INTRODUCTION

To assist the U.S. Department of Energy (DOE) Office of Industrial Technologies (OIT) in planning and improving future Industries of the Future (IOF) showcase events, attendees at the *Pittsburgh Regional Technology Showcase, A Celebration of the New Steel* were solicited to provide feedback through two channels. A written feedback form was sent to each person on the attendee list. Once the returned written responses were recorded, an abbreviated telephone interview was used to address shortfalls in the number of responses within specific attendee categories. The written feedback form and telephone interview form are included as Appendices A and B, respectively.

This report includes the following sections: (1) description of method used and the attendance and feedback response statistics, (2) results from attendee ratings of the overall Showcase and specific programs, (3) attendee open-ended comments regarding frequently mentioned topics, (4) additional open-ended comments not noted in the previous section and listed by question, (5) interest in future IOF showcases, (6) unresolved attendee business, and (7) summary. The format regarding open-ended responses was chosen because comments on a given topic appeared across several questions. Results from both the written feedback form and telephone interviews are included in the appropriate section.

3.0 METHOD AND STATISTICS ON ATTENDANCE AND FEEDBACK RESPONSES

A written feedback form (Appendix A) was developed to solicit information and opinions from attendees regarding three major topics: attendee professional category (Question 1), the Steel Showcase (Questions 2-5, 8, 9), and potential interest in attending future DOE IOF showcases (Questions 6, 7).

The number of attendees in each professional category (see Question 1 below) and percentage of total attendance is shown in Table 1. The categories for this table were assigned from the attendee address list. From this list, it could not be determined if an industry person was also an exhibitor. In contrast, these two categories are separated in the written feedback form and telephone interview questions.

1. Primary role as participant (please check one only):

Exhibitor _____	Government _____	Industry _____
Student _____	University _____	Other _____

Fifty-six written feedback forms were returned. Shown in Table 2 is the total number of responses, including the additional 20 completed telephone interviews described below, for each professional category. Also shown is the category response percentage based on total number of responses as well as the percentage based on attendance in each category. As noted above, it was only possible to determine whether industry attendees were also exhibitors for those who returned a written feedback form or participated in a telephone interview; thus, the industry/exhibitor total is presented under the industry category in Table 2. Regarding student

feedback, it was difficult to contact students because many provided only school addresses. Finally, the “Other” category includes several attendees who identified themselves as having media or union affiliations or as OIT contract supporting staff; the remaining attendees assigned to this category were identified from the address list, a less precise classification method.

TABLE 1: Attendance by Professional Category

PROFESSIONAL CATEGORY	ATTENDANCE	PERCENT OF TOTAL ATTENDANCE
Industry*	156	39%
Government	85	21%
Student	129	32%
University	12	3%
Other**	16	4%
TOTAL	398	

* The “Industry” category includes all industrial exhibitors.

** The “Other” category includes attendees affiliated with the media, union, or OIT support contractors.

TABLE 2: Responses by Professional Category

PROFESSIONAL CATEGORY	FEEDBACK RESPONSES	PERCENT OF TOTAL RESPONSES	PERCENT OF CATEGORY ATTENDANCE
Industry	43	57%	28%
Government	10	13%	12%
Student	8	11%	6%
University	3	4%	25%
Other	12	16%	75%
TOTAL	76		

To supplement the written feedback form responses, follow-up telephone interviews were conducted with additional attendees. To determine the specific individuals to be contacted, a list of random numbers was generated for each professional category, and the address list was used to make selections. These individuals were contacted and asked to respond to the questions in the telephone interview (Appendix B), a slightly abbreviated version of the written feedback form. These interviews took approximately seven minutes of the attendee’s time.

Additional feedback from industry attendees was deemed desirable, so further calls were made to industry and exhibitor attendees. Summary statistics regarding these calls are shown in Table 3.

TABLE 3: Outcomes of Calls Made during Telephone Interviews

OUTCOME	NUMBER OF EACH OUTCOME
Written feedback form mailed/faxed	3
Telephone interview completed	20
Voice mail/could not contact	86
Not interested in responding	6
Event organizer	4
Other	6
TOTAL CALLED	125

4.0 RESULTS OF RATINGS

Question 2 (shown below) solicited a rating, based on attendee opinion, of the quality and relevance of the overall showcase and specific showcase programs. The number of responses for each Showcase program varied widely, depending on the number of people who participated in that program. Also, to shorten the telephone interview, some programs included in the written feedback form were omitted. All responses from both written feedback forms and telephone interviews are compiled in this section.

2. Quality and Relevance of Showcase and Showcase Programs

Please rate the quality and relevance of the overall Showcase and the specific Showcase Programs to your professional focus.

For Quality, use the scale of 1 to 10, with 1 being “poor” and 10 being “excellent.”

For Relevance, use the scale of 1 to 10, with 1 being “not relevant” and 10 being “very relevant.”

If you did not attend an event, please use N/A for “not applicable.”

	Quality	Relevance
a. Overall Showcase	_____	_____
b. Pennsylvania Steel Technology Initiatives	_____	_____
c. Plant Technologies	_____	_____
d. Research and Development	_____	_____
e. Federal Funding and Assistance Opportunities	_____	_____
f. Best Practices for Higher Productivity	_____	_____
g. U.S. Steel’s Edgar Thomson Plant Tour	_____	_____
h. Weirton Steel Plant Tour	_____	_____
i. Exhibits	_____	_____
j. Congressional Field Hearing	_____	_____
k. Student Program	_____	_____

In general, response regarding the quality and relevance of the overall Showcase and specific Showcase programs was quite positive. The average rating of the *Overall Showcase* quality was 8.0 on a scale of 1 to 10, with 10 being the highest rating. The lowest average rating among individual showcase programs was 7.3 on the same scale. Tables 4 and 5 contain the rating data on quality and relevance, respectively. These tables include number of responses, average response, standard deviation of responses, and the maximum and minimum response. Much of this information is graphically displayed in Figures 1 and 2 showing quality and relevancy data, respectively.

Several observations should be noted. The *Congressional Field Hearing* earned the highest quality and relevance of all programs, with an average rating of 8.8 and 8.7 for quality and relevance, respectively. The *Weirton Steel Tour* was only slightly lower than this, earning the second highest rating among the programs. The two programs with the lowest ratings were the *Federal Funding and Assistance Opportunities* and *Best Practices for Higher Productivity* sessions, with average quality ratings below 7.5.

Table 4: Response Data from Written Feedback: Ratings of Quality of the Overall Showcase and Individual Showcase Programs
(Scale: 1 to 10, with 1 being “Poor” and 10 being “Excellent”)

	Overall Showcase	Technology Initiatives	Plant Technologies	R&D	Federal Funding & Assistance	Best Practices	U.S. Steel Plant Tour	Weirton Steel Plant Tour	Exhibits	Congressional Field Hearing	Student Program
Count	69	33	41	54	49	34	26	31	65	39	22
Average	8.0	7.5	7.7	7.8	7.3	7.4	7.6	8.2	7.7	8.8	8.0
Deviation	1.4	2.1	1.9	1.7	2.1	2.0	2.3	2.1	1.5	1.4	1.9
Maximum	10	10	10	10	10	10	10	10	10	10	10
Minimum	4	3	3	3	2	3	1	2	4	4	5

Table 5: Response Data from Written Feedback: Ratings of Relevance of the Overall Showcase and Individual Showcase Programs
(Scale: 1 to 10, with 1 being “Not Relevant” and 10 being “Very Relevant”)

	Overall Showcase	Technology Initiatives	Plant Technologies	R&D	Federal Funding & Assistance	Best Practices	U.S. Steel Plant Tour	Weirton Steel Plant Tour	Exhibits	Congressional Field Hearing	Student Program
Count	65	31	39	52	46	32	24	33	60	39	23
Average	8.0	7.5	8.0	8.0	7.6	7.3	7.8	8.6	7.8	8.7	7.7
Deviation	1.7	2.2	2.1	1.7	2.2	2.3	2.2	1.7	1.5	1.9	2.4
Maximum	10	10	10	10	10	10	10	10	10	10	10
Minimum	3	2	2	3	1	2	1	2	4	2	1

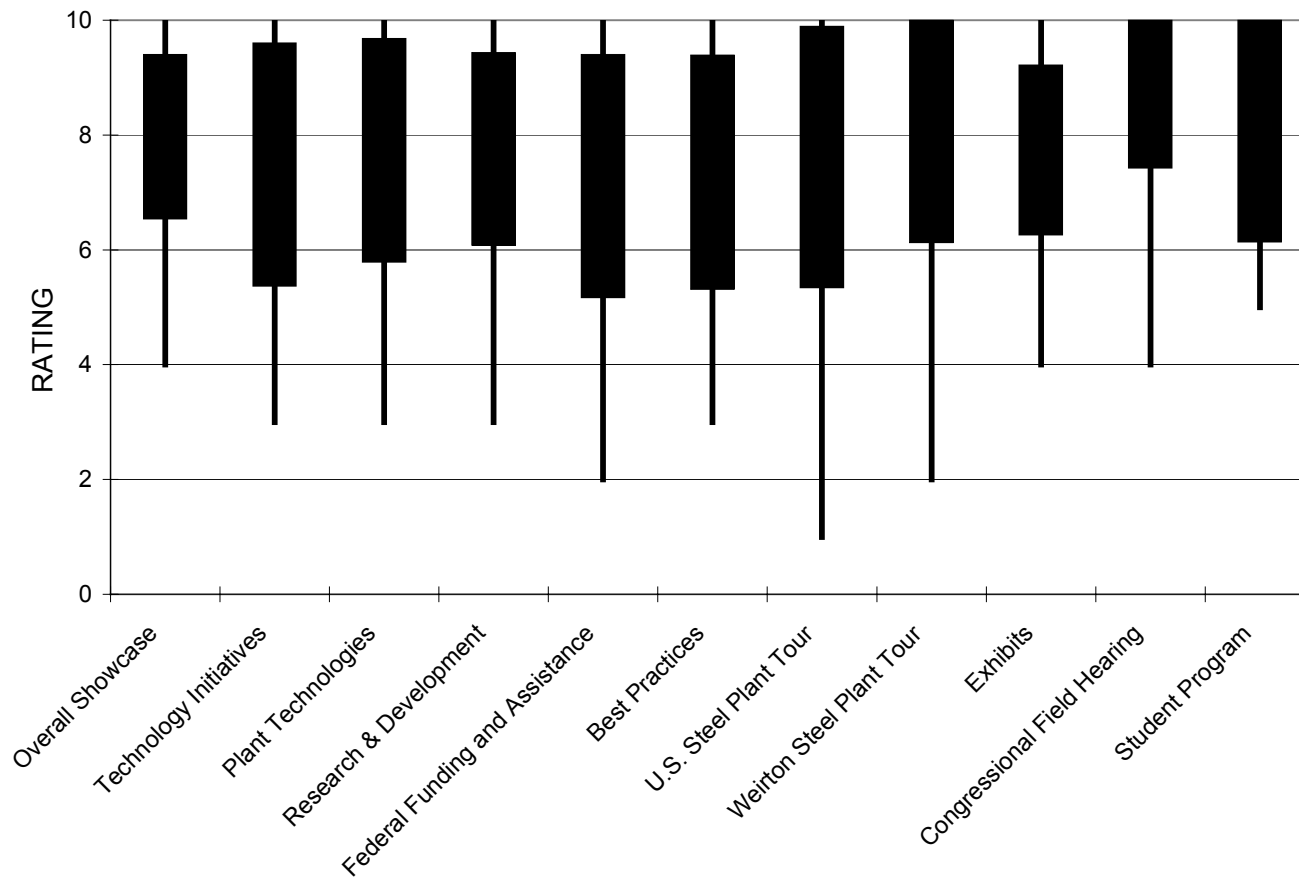


Figure 1 **Attendee Ratings of Quality**—Response data from Question 2 regarding ratings of quality of the overall showcase and individual showcase programs. The scale used ranges from 1 to 10, with 1 being “Poor” and 10 being “Excellent.” The thin line represents the complete range of responses to a question. The bar represents the range of most responses and is plotted from (average – 1 standard deviation) to (average + 1 standard deviation). When the latter value would be greater than 10, a value of 10 is used.

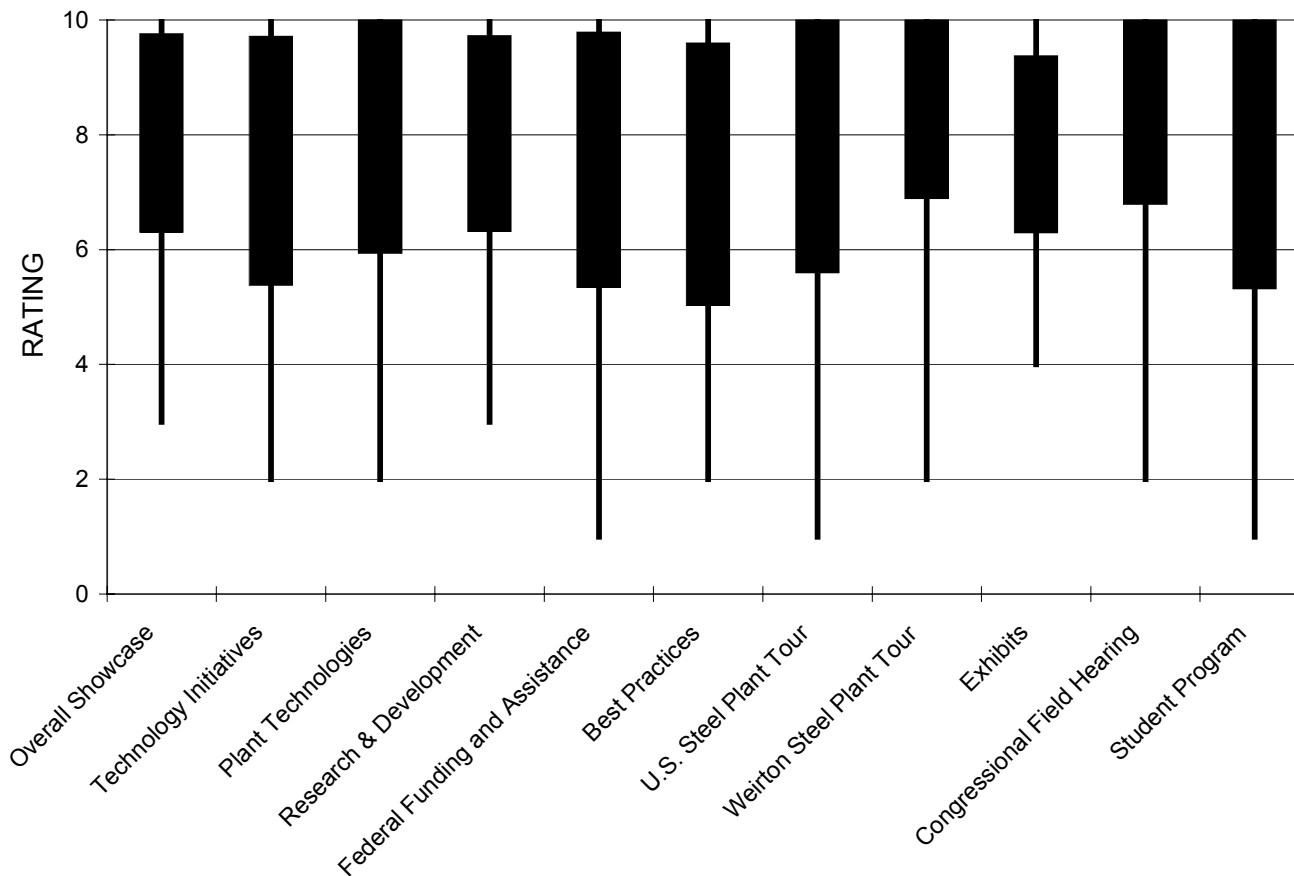


Figure 2 **Attendee Ratings of Relevance**—Response data from Question 2 regarding ratings of relevance of the overall showcase and individual showcase programs. The scale used ranges from 1 to 10, with 1 being “Not Relevant” and 10 being “Very Relevant.” The thin line represents the complete range of responses to a question. The bar represents the range of most responses and is plotted from (average – 1 standard deviation) to (average + 1 standard deviation). When the latter value would be greater than 10, a value of 10 is used.

5.0 OPEN-ENDED RESPONSES

5.1 RESPONSES BY TOPIC

This section presents the open-ended responses by topics that were frequently addressed by attendees in the written feedback forms and telephone interviews. The programs and topics that generated numerous comments were:

- Overall Showcase
- Congressional Field Hearing
- Attendance, Publicity, and Networking
- Simultaneous Sessions
- Exhibits
- Location
- Meeting Logistics
- Feedback Form and Telephone Interviews

Only selected responses are given in this section. The complete set of responses by question is given in Appendix C. Attendee comments are quoted directly from their responses.

5.1.1 Overall Showcase

There were numerous comments addressing attendee opinions about the overall Steel Showcase. Many were positive comments, such as:

“The opportunity to meet people in the industry”

“Good information”

“Broad scope of material presented”

“Mix of technical and lay information and technologies”

“Good meeting”

“The exhibits were excellent and the Congressional Hearing was a terrific learning experience for myself and our students.”

“I liked everything about the showcase.”

Other comments addressed expectations and perceptions about the Showcase:

“Being it was our 1st showcase, we didn't know what to expect; however, we were pleasantly surprised with the results.”

“He felt that the Congressional field panel was the focus. . . . Get more exhibitors.”

5.1.2 Congressional Field Hearing

The comments on the Congressional Field Hearing were generally very positive. Several of the positive comments were:

“Congressional hearing was best. This is the key to stop exporting production/jobs to other countries. All in all I enjoyed it very much.”

“Congressional field hearing with 3 congressmen and one senator outstanding. Ms. Swink did a great job!”

“The congressional field hearing was very well organized and topics covered were important.”

Comments indicating attendees did not like aspects of the Congressional Field Hearing were:

“The congressional field hearing should have included more members of the congressional steel caucus. But I understand the scheduling problems to include more members.”

“Political agenda of some speakers.”

One suggestion regarding the Congressional Field Hearing was:

“More interaction with CEOs and politicians in congressional hearing.”

5.1.3 Attendance, Publicity, and Networking

This general topic was the subject of many comments and includes those addressing the level of attendance at the Showcase, the publicity prior to the event that would affect the attendance, and the interaction with others at the Showcase that would also be affected by Showcase attendance.

Regarding overall attendance, some of the positive responses were:

“The showcase is a great way to open up communications across all groups.”

“Meeting the people and hearing their concerns first hand.”

“Potential opportunity to identify partners to help insight increase our ability to service clients in the steel industry.”

“The variety of people who were in attendance. Very helpful in networking.”

“Opportunity to network with various individuals from industry government and academia.”

Others were less satisfied with the overall attendance level:

“Not large enough. Not enough industry attendees.”

“Number of participants and exhibitors is not enough. Not enough advertising work before the showcase.”

“Few commercial customers.”

“Small turnout of industrial partners.”

“To[o] many government employees not enough industry.”

“More advance publication. My opinion was a lot of people did not know about it.”

“Promote showcase in advance similar to DOE Expo.”

Several attendees noted their significant disappointment about the invitation list:

“Outreach to potential attendees and exhibitors outside the DOE OIT ‘inner circle’ of current steel industry participants and DOE partners.”

“The outreach was set up very selectively to include steel industry participants of DOE assistance and DOE partners. Tsk! Tsk! How do you expect to fulfill your objectives re technology transfer.”

“You could not have done a worse job of outreach. After seeing notice of the Showcase on the DOE OIT IOF website, it took a month to get any information and my inquiry as a potential exhibitor never was satisfied.”

One suggestion to improve the attendance was:

“The showcase should be advertised in all relevant journals to improve attendance. Provide lots of lead-time. Mailings to professional society members.”

5.1.4 Simultaneous Sessions

Another topic that garnered numerous responses related to the scheduling of simultaneous sessions and tours during the Showcase. Two very good general comments were:

“All Good. Wanted to hear several more topics, but they did not repeat.”

“Schedule plant tours so that they do not coincide with any other presentations or discussion groups. Attendees should not be required to choose between conference room event or facility tour.”

Several comments that highlighted important considerations in future plans included:

“Too many sessions combined with people on tours - really dwindled the number of people in the sessions. Almost embarrassing to the speakers.”

“Schedule less sessions possibly opening sessions in the morning, lunch tours in afternoon and evenings.”

5.1.5 Exhibits

There were a number of positive comments about the exhibits. However, many attendees felt there were significant shortcomings in the exhibit space and number of exhibitors. Several representative comments are:

“Exhibit hall modules not uniform; a few were too small.”

“Exhibits of new technology for steel industry could be improved.”

“Exhibits were smaller than expected. Was hoping for broader appeal and representation.”

One suggestion noted:

“More exhibits from local steel makers. Wheeling, Pittsburgh Steel Corp., Wheeling - Nisshin Inc., Ohio Coating Co., Arion Roll Coater, and Specialty Steel.”

5.1.6 Location

The Showcase location was the subject of a few comments from different viewpoints. Several liked the location and facility. One representative positive comment was *“The location was ideal - Much better than a Downtown Pittsburgh location.”* Another noted that, *“(t)he location hindered the industry from being the focus as it was too out of the way for industry.”*

5.1.7 Meeting Logistics

A number of attendees addressed topics that could be described as meeting logistics. Several commented that the meeting was well organized. Several others made specific comments, as noted below:

“No agendas were given out no direction was given, thus it was a very chaotic experience.”

“Poor hotel, space confined, map should have been given as to the location. Map should be included on reg form. Directions should have been posted on the web site.”

“Better visual aids - How about a video on some of the plant or Steel Showcase. You could not hear the group leaders.”

“Have receipts ready at registration to acknowledge payment.”

5.1.8 Feedback Form and Telephone Interviews

Finally, there were several comments regarding the feedback form and telephone interviews and soliciting feedback about the Steel Showcase. These attendees felt there was too long of a break in time from the showcase to when attendee feedback was solicited. One felt they had “[t]rouble remembering the details.” Another had the suggestion to distribute feedback forms “with the welcome package.”

5.2 RESPONSES BY QUESTION

This section provides the feedback form and telephone interview results that did not fit directly into the frequently mentioned topics addressed in the previous section. This section is grouped by question.

2. Quality and Relevance of Showcase and Showcase Programs

Please rate the quality and relevance of the overall Showcase and the specific Showcase Programs to your professional focus.

For Quality, use the scale of 1 to 10, with 1 being “Poor” and 10 being “Excellent.”

For Relevance, use the scale of 1 to 10, with 1 being “Not Relevant” and 10 being “Very Relevant.”

If you did not attend an event, please use N/A for “Not Applicable.”

Comments on the above ratings, if any:

Only the open-ended comments are presented here, as the ratings were presented earlier. Following are several of the open-ended comments from this question that were particularly notable. On the positive side:

“We felt the showcase was very informative concerning technologies and the advances. It was nice to know others are concerned about the steel industry and its plight.”

“I had the opportunity to hear from students, the experience was great.”

“The exhibits were of a high standard, and manned by personnel who could answer the questions”

On the negative side:

“Geared for benefit of DOE OIT, current steel industry participants and DOE OIT partners. ET plant demos appeared to be staged for the Showcase. (Greater support than normally available and exaggerated results and benefits.)”

“If they were trying to convince us that the steel mill is the way to go with technology. They went about it the wrong way.”

3. Did the Showcase meet your expectations?

Yes _____ Partly _____ No _____
What expectations were unmet, if any?

For the most part, attendee expectations of the Steel Showcase were met. Positive comments were:

“The opportunity to review various technologies was very important.”

“Very good and high quality”

Comments by attendees indicating their expectations were not fully addressed were:

“More industry people present”

“Fed program support was unclear.”

“Expected to learn more about partnering opportunities”

“I thought it would be a more pleasant work experience.”

4. What did you like about the Showcase?

Many of the responses to this question have already been noted in the section of frequently addressed topics. However, additional comments are highlighted below:

“Seminars on ROI & I&I useful”

“Too much sales”

“Seeing the actual technology in place”

5. What did you not like about the Showcase?

Many of the responses to this question have already been noted in the section of frequently addressed topics. However, additional comments are highlighted below:

“Limited selection of papers--short presentations”

“It seems that we were rushed. More time need for Q and A.”

8. If there were one aspect of the Showcase that you would highlight to improve, add or remove, what would that be?

Many of the responses to this question have already been noted in the section of frequently addressed topics. However, additional comments are highlighted below:

“Focus on 1 different plant each showcase.”

“I would like to see more steel plant managers at the showcase.”

“Increase number of different talks/presentations. There seemed to be a small core group of people giving all of the talks.”

“Too many possible sessions. Larger space for booths. More flex time to network.”

9. Additional Comments and Suggestions:

Many of the responses to this question have already been noted in the section of frequently addressed topics. The comment below was an interesting observation about the OIT IOF program:

“Shows potential to develop into R&D technology vehicle also governmental awareness and focus on unfair dumping of steel into this country”

10. Identification (Optional):

Self-identification on the written feedback form was at the option of the respondent. Out of the 56 forms returned, 34 contained identification information. By nature, telephone interviews could not be anonymous.

6.0 INTEREST IN FUTURE IOF SHOWCASES

This section presents the results of attendee responses regarding attending other IOF showcase events and future steel showcases.

6. Would you attend any IOF Showcases (agriculture, aluminum, chemical, forest products, glass, metalcasting, mining, petroleum refining, and steel) if they were held during the time period of October 2000 to September 2001?

Yes _____ Which one(s)? _____

No _____ Why not? _____

Sixty-four attendees responded positively to this question. Of these, 12 indicated that they would be interested in attending an IOF showcase for all of the industries. On average, each attendee indicated they would be interested in attending three of the IOF showcases during a one-year period. The breakdown of IOF showcases that attendees indicated they would be interested in attending is noted in Table 6.

TABLE 6: Number of Steel Showcase Attendees Indicating a Desire to Attend Other IOF Showcase Events

IOF Showcase	Number of Attendees Who Indicated Desire to Attend
Agriculture	5
Aluminum	22
Chemicals	9
Forest Products	8
Glass	12
Metalcasting	16
Mining	5
Petroleum Refining	7
Steel	25

7. Would you be interested in participating in another Steel Showcase? YES/NO (Circle one). If yes, what time interval between Steel Showcases would be suitable for you. _____ Once every _____ year(s)

There were 68 positive responses to this question, with most identifying either one- or two-year intervals between Steel Showcase events with an average response of 1.5 years. The number of responses for each time interval is noted in Table 7.

TABLE 7: Attendee Response regarding the Suitable Time Interval between Steel Showcase Events

TIME INTERVAL (YEARS)	NUMBER OF RESPONSES
0.5	1
1	36
1.5	2
2	27
3	2

7.0 UNRESOLVED ATTENDEE BUSINESS

One attendee, Glenn Baggley of Bloom Engineering Co, Inc., described his efforts to pursue DOE and state funding. He is having difficulty, as described below:

After getting background information, has had a hard time figuring out how to apply for any state funding. No application has been submitted, because he cannot determine how to apply. Should have a session on basic steps to apply for IOF grants."

Another attendee, Andy Tkach of SPEC IT Solutions, noted at the bottom of his form, *“I have a client in the steel industry interested in the application of RF tags (active) for asset tracking. I found out about a project at Oak Ridge but have not received any further information in spite of multiple attempts on my part.”*

From this and other comments made by this individual, it is evident that he was generally unhappy with the Steel Showcase and felt the performance of DOE could be improved.

8.0 SUMMARY

The responses to the written feedback form and telephone interviews by attendees at the *Pittsburgh Regional Technology Showcase, A Celebration of the New Steel* indicate that the large majority of those responding have benefited from their attendance. This conclusion is drawn from the high ratings of the quality and relevance of the overall Showcase and specific Showcase programs.

Further evidence to substantiate this conclusion is drawn from the open-ended comments and from the overwhelming response indicating interest in future Steel Showcase events and in other IOF Industry showcases.

Beyond this positive conclusion, responses indicate that there is room to improve the Steel Showcase. There were notable negative comments regarding several aspects of the Showcase. Two report topics, i.e., (1) Attendance, Publicity, and Networking, and (2) Exhibits, are primarily industry and exhibitor concerns. Generally, many attendees considered exhibit facilities and attendance to be inadequate. Numerous attendees made suggestions including better publicity to address the attendance issue.

Two additional topics, i.e., (1) Simultaneous Sessions and (2) Meeting Logistics, yielded some constructive observations about the Steel Showcase. Some of the comments and suggestions can be addressed in future showcase events by considering these observations at an early stage of planning. Other comments are related to attention to detail in the coordinated execution of an event such as this.

Overall attendee response to the Showcase was positive. Most participants would attend future IOF showcase events, though many felt there was room for improvement. Possibly the attendee quote that best expresses this viewpoint is, *“DOE did a nice job. Need to get more booths and invite more people.”* The experience of hosting the Steel Showcase can be used to improve future OIT events and to make them as beneficial as possible for those attending.

APPENDIX A

Written Feedback Form

FEEDBACK FORM: INDUSTRIES OF THE FUTURE (IOF) SHOWCASES

Thank you for attending the **Pittsburgh Regional Technology Showcase, A Celebration of the New Steel**, on May 3-5, 2000. We hope you benefited from your attendance. To help the DOE Office of Industrial Technologies (OIT) in planning future showcases, we would appreciate your response to the following questions, as well as any comments and suggestions you may have for improving future IOF Showcases. Please complete this form and return in the envelope provided by **August 22, 2000** to Dana Stone at Concurrent Technologies Corporation, or FAX it to (412) 577-2660, Attn: Dana Stone.

1. Primary role as participant (please check one only):

Exhibitor _____ Government _____ Industry _____
Student _____ University _____ Other _____

2. Quality and Relevance of Showcase and Showcase Programs

Please rate the quality and relevance of the overall Showcase and the specific Showcase Programs to your professional focus.

For Quality, use the scale of 1 to 10, with 1 being "poor" and 10 being "excellent".

For Relevance, use the scale of 1 to 10, with 1 being "not relevant" and 10 being "very relevant".

If you did not attend an event, please use N/A for "not applicable".

	Quality	Relevance
b) Overall Showcase	_____	_____
c) Pennsylvania Steel Technology Initiatives	_____	_____
d) Plant Technologies	_____	_____
e) Research and Development	_____	_____
f) Federal Funding and Assistance Opportunities	_____	_____
g) Best Practices for Higher Productivity	_____	_____
h) U.S. Steel's Edgar Thomson Plant Tour	_____	_____
i) Weirton Steel Plant Tour	_____	_____
j) Exhibits	_____	_____
k) Congressional Field Hearing	_____	_____
l) Student Program	_____	_____

Comments on the above ratings, if any:

3. Did the Showcase meet your expectations?

Yes _____ Partly _____ No _____
What expectations were unmet, if any?

4. What did you like about the Showcase?

5. What did you not like about the Showcase?

6. Would you attend any IOF Showcases (agriculture, aluminum, chemical, forest products, glass, metalcasting, mining, petroleum refining, and steel) if they were held during the time period of October 2000 to September 2001?

Yes _____ Which one(s)? _____
No _____ Why not? _____

7. Would you be interested in participating in another Steel Showcase? YES/NO (Circle one). If yes, what time interval between Steel Showcases that would be suitable for you.

_____ Once every _____ year(s)

8. If there were one aspect of the Showcase that you would highlight to improve, add or remove, what would that be?

9. Additional Comments and Suggestions:

10. Identification (Optional):

Name: _____

Affiliation: _____

APPENDIX B
Telephone Interview Form

TELEPHONE INTERVIEW FORM
INDUSTRIES OF THE FUTURE (IOF) SHOWCASES

Identification (prior to call):

Name: _____
Affiliation: _____
Phone: _____

1. What was your primary role as a participant (please check one only):

Exhibitor _____ Government _____ Industry _____
Student _____ University _____ Other _____

2. Quality and Relevance of Showcase and Showcase Programs

We are interested in the your opinion of the quality of the programs and the relevance of these programs to your professional focus. Please rate on a scale of 1 to 10.

For Quality, 1 is “poor” and 10 is “excellent”.

For Relevance, 1 is “not relevant” and 10 is “very relevant.”

If you did not attend an event, please use N/A for “not applicable”.

	Quality	Relevance
a) Overall Showcase	_____	_____
b) Plant tours	_____	_____
c) Research and Development	_____	_____
d) Exhibits	_____	_____
e) Federal Funding and Assistance Opportunities	_____	_____
f) Congressional Field Hearing	_____	_____
g) Student Program	_____	_____

3. What did you like about the Showcase?

4. What did you not like about the Showcase?

5. DOE is interested in gauging interest in future Showcases. Would you be interested in participating in another Steel Showcase? YES/NO (Circle one).

If yes, what time interval between Steel Showcases would be suitable for you?

6. There are eight other Industries of the Future that DOE operates. Would you attend any IOF Showcases in the near future? The list of other Industries besides steel is: agriculture, aluminum, chemicals, forest products, glass, metalcasting, mining, and petroleum refining.

Yes _____

Which one(s)_____

No _____

Why not?_____

7. Do you have any other Comments or Suggestions?

APPENDIX C
Responses To All Questions from
All Respondents

APPENDIX C

For the sake of brevity, the report only presented representative comments from attendees. This appendix presents all attendee responses without modification or omission. The responses are identified by an attendee index number. With this information, the feedback from a single individual can be reconstructed by studying each question.

TABLE C1: Response to Question 1

Responses to Question 1 and the numerical ratings in Question 2. Several additional codes have been used: *N/A* indicates question was not applicable to attendee, *B* indicates no response given, and *P* indicates telephone interview that did not include some programs in the questions.

1. Primary role as participant (please check one only):

Exhibitor	_____	Government	_____	Industry	_____
Student	_____	University	_____	Other	_____

2. Quality and Relevance of Showcase and Showcase Programs

Please rate the quality and relevance of the overall Showcase and the specific Showcase Programs to your professional focus.

For Quality, use the scale of 1 to 10, with 1 being “poor” and 10 being “excellent”.

For Relevance, use the scale of 1 to 10, with 1 being “not relevant” and 10 being “very relevant”.

If you did not attend an event, please use N/A for “not applicable”.

	Quality	Relevance
a) Overall Showcase	_____	_____
b) Pennsylvania Steel Technology Initiatives	_____	_____
c) Plant Technologies	_____	_____
d) Federal Funding and Assistance Opportunities	_____	_____
e) Best Practices for Higher Productivity	_____	_____
f) U.S. Steel’s Edgar Thomson Plant Tour	_____	_____
g) Weirton Steel Plant Tour	_____	_____
h) Exhibits	_____	_____
i) Congressional Field Hearing	_____	_____
j) Student Program	_____	_____

Comments on the above ratings, if any:
(See Table C2)

		<i>Quality</i>												<i>Relevance</i>										
Index	ROLE	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
2	Industry	9	B	10	B	8	B	B	B	8	B	B		N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
3	Student	9	10	10	9	8	9	N/A	10	9	10	10		9	10	10	10	8	10	N/A	10	9	10	10
4	Media	8	10	8	8	N/A	10	6	9	N/A	N/A	N/A		10	10	10	8	N/A	10	8	10	N/A	N/A	N/A
5	Government	10	10	10	10	10	10	8	8	6	9	10		10	10	10	10	10	10	8	8	9	9	10
6	Government	10	9	9	N/A	9	9	9	N/A	9	N/A	N/A		B	B	B	B	B	B	B	B	B	B	B
7	Industry	9	N/A	8	8	7	8	N/A	N/A	8	N/A	N/A		3	B	8	6	4	5	B	B	8	B	B
8	Exhibitor	8	N/A	B	7	9	8	B	B	8	N/A	N/A		7	N/A	B	7	9	8	B	B	8	N/A	N/A
9	Government	9	9	9	10	8	8	B	9	8	B	B		10	10	10	10	10	8	B	10	8	B	B
10	Exhibitor	8	N/A	N/A	8	9	N/A	N/A	N/A	7	8	8		7	N/A	N/A	9	9	N/A	N/A	N/A	9	7	7
11	Industry	7	N/A	5	4	N/A	5	8	N/A	8	N/A	N/A		6	B	9	6	B	9	8	B	6	B	B
12	Student	10	10	10	B	B	B	10	B	B	10	B		8	8	8	B	B	B	8	B	B	10	B
13	Government	9	B	9	9	B	B	10	10	8	B	B		9	B	9	9	B	B	10	10	8	B	B
14	Industry	7	9	8	8	8	8	7	N/A	7	N/A	N/A		9	9	9	9	10	5	8	N/A	7	N/A	N/A
15	Government	9	N/A	N/A	9	N/A	N/A	N/A	8	8	9	N/A		10	B	B	10	B	B	B	10	9	10	B
16	Student	10	N/A	10	N/A	9	N/A	N/A	10	10	7	10		10	N/A	10	N/A	10	N/A	N/A	10	10	9	10
17	Industry	5	4	N/A	5	N/A	8	N/A	N/A	7	N/A	N/A		5	4	B	5	B	5	B	B	7	B	B
18	Other	7	7	7	6	5	5	6	6	7	5	5		7	7	7	6	7	6	6	6	7	5	5
19	Other	5	5	5	5	5	5	6	7	5	4	5		6	7	7	7	5	7	8	8	7	5	5
20	Industry	8	N/A	N/A	N/A	7	N/A	N/A	N/A	7	N/A	N/A		8	N/A	N/A	N/A	9	N/A	N/A	N/A	7	N/A	N/A
21	Student	5	N/A	N/A	N/A	N/A	N/A	8	8	10	10	5		7	N/A	N/A	N/A	N/A	N/A	7	7	10	10	5
22	Other	8	N/A	8	8	N/A	6	6	N/A	7	N/A	N/A		8	N/A	5	8	N/A	7	8	N/A	7	N/A	N/A
23	University	8	7	9	9	8	6	N/A	8	8	10	N/A		8	8	9	9	8	4	N/A	10	8	3	N/A
24	Industry	B	B	B	B	10	B	B	10	B	B	B		B	B	B	B	10	B	B	10	B	B	B
25	Other	8	B	B	B	B	B	B	B	B	B	B		8	B	B	B	B	B	B	B	B	B	B
26	Industry	8	N/A	N/A	8	8	N/A	N/A	N/A	8	N/A	N/A		7	N/A	N/A	8	8	N/A	N/A	N/A	8	N/A	N/A
27	Other	8	B	7	8	9	8	6	9	8	10	B		10	B	7	8	9	8	8	9	8	10	B
28	Exhibitor	9	8	6	8	7	7	N/A	N/A	9	8	N/A		9	8	8	9	7	7	N/A	N/A	9	8	N/A
29	Other	8	7	8	8	N/A	8	N/A	N/A	8	N/A	9		8	7	8	7	N/A	8	N/A	N/A	8	N/A	9
30	Exhibitor	8	7	N/A	8	N/A	N/A	N/A	N/A	9	N/A	N/A		10	9	B	10	B	B	B	B	9	B	B
31	Industry	8	8	N/A	8	7	N/A	N/A	9	9	N/A	N/A		5	8	N/A	8	6	N/A	N/A	8	8	N/A	N/A
32	Government	10	B	7	7	N/A	N/A	N/A	N/A	7	9	N/A		7	B	4	5	N/A	N/A	N/A	N/A	10	8	N/A
33	Industry	4	5	5	5	4	4	N/A	6	5	N/A	N/A		3	5	7	5	4	4	N/A	8	7	N/A	N/A
34	Industry	7	3	3	6	8	4	N/A	N/A	7	N/A	N/A		7	2	2	8	8	2	N/A	N/A	8	N/A	N/A

		<i>Quality</i>												<i>Relevance</i>										
Index	ROLE	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
35	Industry	6	5	7	7	2	5	7	N/A	7	N/A	N/A		7	6	7	7	7	7	7	N/A	5	N/A	N/A
36	Industry	6	6	7	6	7	N/A	N/A	N/A	5	7	N/A		7	7	8	8	6	B	B	B	5	9	B
37	Exhibitor	8	9	9	9	8	9	N/A	N/A	9	9	N/A		9	9	9	9	9	9	N/A	N/A	9	9	N/A
38	Exhibitor	7	N/A	N/A	N/A	N/A	8	N/A	6	7	N/A	N/A		8	N/A	N/A	N/A	N/A	8	N/A	5	8	N/A	N/A
39	Industry	5	N/A	7	7	5	3	9	N/A	7	N/A	N/A		10	N/A	9	9	10	10	0	N/A	7	N/A	N/A
40	Exhibitor	8	8	8	10	8	9	N/A	N/A	10	10	6		10	8	10	10	8	9	N/A	N/A	10	9	6
41	Press	8	5	5	10	7	N/A	N/A	N/A	8	10	N/A		10	5	5	10	8	N/A	N/A	N/A	8	10	N/A
42	Industry	7	N/A	B	B	B	B	N/A	8	5	N/A	N/A		8	B	B	B	B	B	N/A	8	6	N/A	N/A
43	Exhibitor	B	B	B	B	B	B	B	B	9	10	N/A		B	B	B	B	B	B	B	B	B	10	N/A
44	Industry	9	10	9	9	8	7	10	10	8	10	10		9	9	9	10	7	6	9	9	8	9	10
45	Industry	8	N/A	N/A	N/A	7	N/A	N/A	N/A	7	9	N/A		7	N/A	N/A	N/A	7	N/A	N/A	N/A	6	9	N/A
46	Union	8	7	6	N/A	N/A	N/A	8	N/A	8	7	N/A		10	9	8	N/A	N/A	N/A	10	N/A	9	10	N/A
47	Industry	8	8	N/A	6	3	7	N/A	N/A	8	9	N/A		B	B	B	B	1	N/A	N/A	N/A	N/A	N/A	N/A
48	Exhibitor	8	N/A	B	7	9	8	B	B	8	N/A	N/A		7	N/A	B	7	9	8	B	B	5	N/A	N/A
49	Other	8	B	B	B	B	B	N/A	10	8	9	8		9	B	B	B	B	B	N/A	10	8	9	8
50	Government	8	7	10	8	7	9	9	9	8	10	9		8	7	10	8	7	9	9	9	8	10	9
51	Industry	B	B	7	B	B	B	B	B	B	B	B		B	B	7	B	B	B	B	B	B	B	B
52	Exhibitor	B	P	P	B	B	B	B	B	N/A	N/A	N/A		B	P	P	N/A	B	B	B	B	N/A	N/A	N/A
53	Government	8	P	P	10	B	P	B	P	B	10	10		10	P	P	10	B	P	B	P	N/A	10	8
54	University	8	P	N/A	5	B	P	B	P	9	N/A	N/A		8	P	N/A	5	B	P	B	P	9	N/A	N/A
55	Student	10	9	8	8	7	B	B	2	9	B	B		5	6	10	B	B	B	B	9	6	10	B
56	Industry	10	9	10	9	8	9	10	N/A	10	10	N/A		10	9	10	9	8	9	10	8	10	10	N/A
57	Student	10	10	10	10	10	10	N/A	10	10	10	10		10	10	10	10	10	10	N/A	10	10	10	10
58	Student	6	3	3	3	3	3	2	2	5	10	6		6	3	3	3	3	3	2	2	5	10	6
59	Other	9	9	9	10	N/A	10	9	N/A	8	10	N/A		B	10	10	10	N/A	10	10	10	10	10	10
61	Student	9	9	9	9	9	9	N/A	9	9	9	9		9	9	9	9	9	9	N/A	9	9	9	9
62	Government	10	5	5	9	3	8	1	8	9	9	8		10	5	5	8	3	4	1	9	9	9	1
63	University	8	N/A	N/A	N/A	8	N/A	N/A	10	10	10	N/A		8	N/A	N/A	N/A	8	N/A	N/A	10	10	10	N/A
64	Government	N/A	P	N/A	N/A	N/A	P	N/A	P	N/A	N/A	N/A		N/A	P	N/A	N/A	N/A	P	N/A	P	N/A	N/A	N/A
65	Industry	N/A	P	P	N/A	5	P	N/A	N/A	9	7	8		N/A	P	P	N/A	3	P	N/A	N/A	8	2	8
66	Industry	9	P	N/A	9	10	P	N/A	N/A	8	9	N/A		9	P	N/A	9	10	P	N/A	N/A	8	9	N/A
67	Industry	7	P	N/A	N/A	8	P	N/A	N/A	5	N/A	N/A		7	P	N/A	N/A	8	P	N/A	N/A	5	N/A	N/A
68	Industry	8	P	N/A	7	9	P	N/A	N/A	8	9	N/A		8	P	N/A	7	9	P	N/A	N/A	8	9	N/A

		<i>Quality</i>												<i>Relevance</i>										
Index	ROLE	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
69	Industry	8	P	P	8	8	P	8	P	7	N/A	N/A		8	P	P	8	8	P	8	P	7	N/A	N/A
71	Industry	8	P	P	5	2	P	N/A	N/A	6	N/A	N/A		9	P	P	5	6	P	N/A	N/A	6	N/A	N/A
72	Industry	7	P	P	8	N/A	P	9	P	N/A	N/A	N/A		8	P	P	8	N/A	P	9	P	N/A	N/A	N/A
73	Industry	6	P	N/A	N/A	N/A	P	N/A	N/A	4	N/A	N/A		6	P	N/A	N/A	N/A	P	N/A	N/A	4	N/A	N/A
74	Industry	9	P	P	9	9	P	9	P	9	9	9		9	P	P	9	9	P	9	P	9	9	9
75	Industry	10	P	P	10	10	P	10	P	10	8	10		10	P	P	10	10	P	10	P	10	8	10
76	Industry	6	P	P	7	N/A	P	N/A	N/A	N/A	N/A	N/A		6	P	P	7	N/A	P	N/A	N/A	N/A	N/A	N/A
77	Industry	6	N/A	N/A	7	6	P	7	7	5	8	5		6	N/A	N/A	7	6	P	7	7	75	8	5
78	Industry	10	N/A	P	8	8	P	N/A	N/A	6	8	7		10	N/A	P	8	8	P	N/A	N/A	6	8	7

TABLE C2: Responses to Questions 2 & 3

Open-ended responses to Question 2 and responses to Question 3. The latter question was not asked in the telephone interviews and is indicated by *P*.

3. Did the Showcase meet your expectations?

Yes _____ Partly _____ No _____
What expectations were unmet, if any?

Index	Quality & Relevance: Comments	Expectations	Expectation Comments
2	All Good. Wanted to hear several more topics, but they did not repeat.	yes	
3	I had the opportunity to hear from students, the experience was great.	yes	
4	This was an extremely technical showcase. I am new to the industry and I had a hard time understanding a lot of what was being discussed.	yes	
5	The showcase is a great way to open up communications across all groups	yes	
6	This is the first one I attended. I was impressed by the interest of participants and the organization.	yes	
7		yes	
8		partly	
9	I only did the Weirton Tour	yes	
10		yes	
11		partly	
12	Excellent	yes	
13		yes	Very good and high quality
14		yes	
15		yes	
16		yes	
17		partly	Was hoping the papers had more relevance to some of my interests

Index	Quality & Relevance: Comments	Expectations	Expectation Comments
18		yes	
19		yes	
20		yes	
21	Overall, the organization was poor. After hearing we were given absolutely no direction as to what was next. Our students loaded back onto the buses and were not aware of the other programs going on. When we went back in the hotel we were able to capt	no	No agendas were given out no direction was given, thus it was a very chaotic experience
22		partly	
23		yes	
24		yes	
25		yes	
26	Koppel Steel Tour	yes	
27		yes	
28		yes	Low participation rate (with exception of the day congressional field hearings were conducted)
29	The exhibits were of a high standard, and manned by personnel who could answer the questions	yes	
30		yes	
31		yes	

Index	Quality & Relevance: Comments	Expectations	Expectation Comments
32	Unable to rate PA Steel Tech Initiatives. I was the coordinator of the program.	yes	
33		no	Not large enough. Not enough industry attendees
34		yes	
35	You should have gotten this questionnaire out earlier. Trouble remembering the details.	partly	Fed program support was unclear.
36		yes	
37		yes	The opportunity to review various technologies was very important.
38		partly	Expected more consolidation as the supplier of finished products in an exhibit. Ability to explain our part in the production of this new technology and our desire to position ourselves as a leader in developing these products.
39	Geared for benefit of DOE OIT, current steel industry participants and DOE OIT partners. ET plant demos appeared to be staged for the Showcase. (Greater support than normally available and exaggerated results and benefits.)	partly	Expected to learn more about partnering opportunities
40		partly	Number of participants and exhibitors is not enough. Not enough advertising work before the showcase.
41		yes	
42		yes	
43		yes	Attendance - Low turnout for (J.)
44		yes	

Index	Quality & Relevance: Comments	Expectations	Expectation Comments
45		yes	Congressional field hearing with 3 congressmen and one senator outstanding. Ms. Swink did a great job!
46		yes	
47		yes	
48		yes	Few commercial customers
49		yes	
50		yes	More industry people present
51			
52	Was primarily and exhibitor, and did not have time to do anything but the tour	yes	
53			
54			
55	Thought we would be able to ask questions	partly	More demonstrations and models of the plant, machines any thing physical
56	We felt the showcase was very informative concerning technologies and the advances. It was nice to know others and concerned about the steel industry and its flight.	yes	
57	None	yes	None
58	If they were trying to convince us that the steel mill is the way to go with technology. They went about it the wrong way.	partly	I thought it would be a more pleasant work experience.
59		yes	
61	I think a lot was to be learned from this trip	yes	
62		yes	
63	Tour of the steel plant was excellent!	yes	

Index	Quality & Relevance: Comments	Expectations	Expectation Comments
64	Was generally at exhibition booths and did not get a chance to participate in other segments of the Showcase	<i>P</i>	
65		<i>P</i>	
66		<i>P</i>	
67		<i>P</i>	
68		<i>P</i>	
69		<i>P</i>	
71		<i>P</i>	
72		<i>P</i>	
73		<i>P</i>	
74		<i>P</i>	
75		<i>P</i>	
76		<i>P</i>	
77		<i>P</i>	
78		<i>P</i>	

TABLE C3: Responses to Questions 4 & 5
Open-ended responses to Questions 4 and 5.

4. What did you like about the Showcase?

5. What did you not like about the Showcase?

Index	Like about Showcase	Not Like about Showcase
2	Good information	Missed several good topics.
3	Congressional hearing, tour of Weirton Plant, New Technology	
4	Diverse topics about different areas of the steel industry.	The Edgar Thomson steel plant tour. Too much control room and not enough of the actual goings on of steel (i.e., the process of liquid to solid, etc) in a plant.
5	Meeting the people and hearing their concerns first hand	
6	Tours and Displays	
7	It was a good opportunity to network. The size of the showcase was conducive to one-on-one connections	
8	OIT Programs, i.e., Commercialization, workshop related information	Location
9	Seeing the actual technology in place	You could not hear the group leaders
10	Format, compact venue, well organized. Managed informality. Breaks, social time in exhibit hall	Exhibit hall modules not uniform; a few were too small.
11		Relevant sessions held at same time. Program titles somewhat misleading
12	Hands on tour	Nothing
13	Tours and industrial participation was great	Too many possible seminars
14	Plant tour. Technical Presentations	Narrowness of presentations
15		
16	I liked the exhibits and the plant tour in Weirton	Personally, I thought it was great.
17	Organized well	Limited selection of papers-short presentations
18		
19	Plant Tours	Political agenda of some speakers
20	Broad scope of material presented	Insufficient detail in presentations - too short

Index	Like about Showcase	Not Like about Showcase
21	The exhibits were excellent and the Congressional Hearing was a terrific learning experience for myself and our students	The disorganization
22	Too much sales	
23		
24		
25		
26	Wealth of information on current projects that are of interest funded by DOE, AISI, etc, Plant tours	Small turnout of industrial partners
27		
28	Focus on steel, local, industry/government participation/support	Relatively low attendance
29	Highlighted the industry - relevant	Disappointed that the Iron, Steel Society was not represented. What Happened?
30	Opportunity to network with various individuals from industry government and academia	
31	The opportunity to meet people in the industry.	That some were at the same time as theirs.
32	The showcase had diverse activities from speakers, to tours, to exhibits, to sessions.	Too many sessions combined with people on tours - really dwindled the number of people in the sessions. Almost embarrassing to the speakers.
33	Weirton Steel tour N13Al Display	To many government employees not enough industry.
34		
35	Most individual presentations were good et tour was good.	Overlap of presentations. Conflicts cause me to miss presentations of interest.
36		
37	The variety of people who were in attendance. Very helpful in networking.	The exhibit space was very minimal.
38	Opportunity to observe real solutions to nagging steel problems.	Exhibits were smaller than expected. Was hoping for broader appeal and representation.
39	Opportunity to learn about DOE technology applied to steelmaking. Potential opportunity to identify partners to help insight increase our ability to service clients in the steel industry.	You could not have done a worse job of outreach. After seeing notice of the Showcase on the DOE OIT SIOF website, it took a month to get any information and my inquiry as a potential exhibitor never was satisfied.
40		
41	The congressional field hearing was very well organized and topics covered were important.	The congressional field hearing should have included more members of the congressional steel caucus. But I understand the scheduling problems to include more members.

Index	Like about Showcase	Not Like about Showcase
42	Good exposure to new technologies	
43	Congressional Hearing	Too many tour options
44	Mix of technical and lay information and technologies	Nothing
45	Congressional Hearing	Hotel
46	The information I received	Too short
47	Congressional hearing was best. This is the key to stop exporting. Production/jobs to other countries. All in all I enjoyed it very much.	It seems that we were rushed. More time need for Q and A.
48	Seminars on ROI & I&I useful	Few commercial customers
49	The tour of Weirton Steel	
50	The combination of technical session, plant tours and the field hearing.	Low attendance at the technical sessions
51	Plant tour	Nothing notable
52	Plant tour	
53	Plant visits, Plant visits should be broadcast on the net. Especially during the showcase,	Poor hotel, space confined, map should have been given as to the location. Map should be included on reg form. Directions should have been posted on the web site.
54	Brought together tech people	Low attendance
55		
56	Congressional field hearing, which allowed the steel industry the opportunity to express their concerns and problems.	It would have been a better showcase in a location where all exhibits could be I one room. We believe the tours could be arranged where more person less tour (sic.)
57	I liked everything about the showcase.	Nothing
58	The Congressional Field Hearing	The Steelmill
59	Variety of activities/sessions.	Too many plant tours to detract from break-out session attendance.
61	All the new ideas	I enjoyed everything about the day
62	Excellent mix of top people from industry, academia, and government.	
63	N/A	N/A
64	Good interaction. Would have wanted more visitors. Good technical aspect.	Should have been larger. Hotel and location limited size of showcase.
65	Brings information and people together. Chance to ask questions.	Long way to go.

Index	Like about Showcase	Not Like about Showcase
66	Interesting technical presentations. Good networking	Wasn't advertised well. Should be more in tune with metallurgical societies.
67	Background on Financing	Nothing
68	Opportunity to interact with DOE	
69	Fact that there is an organization between industry and government and they are working on sharing resources and results.	
71	Location	Size. Would have been more effective if it was larger
72	Varied Topics. Appeal to different sectors of industry	Very technical. Didn't like the ET tour
73	Opportunity to hear discussions from politicians and exhibitors.	More exhibits needed
74	Contacts facilitated. Overall Showcase. Location	Could have been larger. More people.
75	Field Tours	Congressional Hearing
76	Some things of interest	
77	Congressional field hearing and new technologies.	Location. Small and cramped space. Some of the displays were unnecessary.
78	Interaction with federal government people	Space

TABLE C4: Responses to Questions 6 & 7

Responses to Questions 6 and 7 regarding attendance at future IOF Showcase events and suitable interval for holding future Steel Showcases, respectively. The following abbreviations for the IOF industries are used: Ag-Agriculture, Al-Aluminum, Ch-Chemicals, Fo-Forest Products, Gl-Glass, Me-Metalcasting, Mi-Mining, Pe-Petroleum Refining, St-Steel. *B* indicates a blank response.

6. Would you attend any IOF Showcases (agriculture, aluminum, chemical, forest products, glass, metalcasting, mining, petroleum refining, and steel) if they were held during the time period of October 2000 to September 2001?

Yes _____ Which one(s)? _____

No _____ Why not? _____

7. Would you be interested in participating in another Steel Showcase? YES/NO (Circle one). If yes, what time interval between Steel Showcases that would be suitable for you. _____ Once every _____ year(s)

Index	Attend another Showcase?	Which one(s)?	Why not?	Attend another Steel Showcase?	Time interval (years)
2	yes	Al, Gl, St		yes	1
3	yes	ALL		yes	1
4	yes	St		yes	1
5	yes	ALL		yes	2
6	yes	Ag, Mi, Me, Pe		no	<i>B</i>
7	yes	Ch, Gl, St, Me,		yes	2
8	yes	Al, Pe, Gl, Fo		yes	1
9	yes	Al, Ch, Fo, Gl, Me		yes	2
10	yes	ALL		yes	3
11	yes	Gl		no	0
12	yes	Fo		yes	1
13	yes	ALL		yes	1.5
14	yes	Most		yes	1
15	yes	Al, Gl		yes	2
16	yes		No, will be in college.	yes	1
17	yes	St		yes	2
18	no			yes	1
19	yes	ALL		no	<i>B</i>
20	yes	Al, St		yes	2
21	yes		For reasons listed previously (disorganization)	no	<i>B</i>
22	yes	St		yes	2
23	yes	Al, Me, St		yes	0.5
24	yes	St		yes	1
25	yes	Maybe depending on contents		yes	<i>B</i>
26	yes	St		yes	2
27	yes	ALL		yes	2

Index	Attend another Showcase?	Which one(s)?	Why not?	Attend another Steel Showcase?	Time interval (years)
28	yes	St		yes	1
29	yes	St		yes	2
30	yes	St, Al, Gl		yes	2
31	yes	Al, Ch, Me, Mi		yes	1
32	yes	Ag, Ch, Gl, Me, Mi		yes	2
33	yes		Not much value	yes	2
34	yes	Al, Gl, Me, Pe, St		yes	1
35	yes	St		yes	1
36	yes		Too Soon	yes	2
37	yes	Me, St		yes	1
38	yes	St, Me, Pe		yes	1
39	yes	Al, St		yes	1
40	yes	St		yes	1
41	yes	St		yes	1
42	yes	Al		yes	3
43	yes		Schedule conflicts with AISE/ISS conference	yes	2
44	yes	Ch		yes	2
45	yes	St		yes	2
46	yes	St		yes	1
47	yes	Me, St		yes	1
48	yes	Pe, Biomass		yes	2
49	yes	most		yes	1
50	yes	St, Mi, Al		yes	2
51	yes		Ch	yes	1
52	yes	Ch, Fo		yes	1
53	yes	Gl, Ch, Fo, Al		yes	1
54	yes	Gl, Al, Me		yes	2
55	no			no	0
56	yes	St, Al, Me		yes	1
57	yes	all if possible		yes	1
58	yes	ALL		yes	<i>B</i>
59	yes		In school	yes	2

Index	Attend another Showcase?	Which one(s)?	Why not?	Attend another Steel Showcase?	Time interval (years)
61	yes	Any, I am always willing to learn		yes	1
62	yes	Al		yes	2
63	yes	Mi, Pe, St		yes	2
64	yes	St, Al, Fo		yes	1
65	yes	ALL		yes	1
66	yes	Me		yes	1
67	yes	Al, Gl		yes	1.5
68	yes		Nothing else interests him.	yes	2
69	yes	Al		yes	2
71	yes	Al, Fo		yes	2
72	yes	Al		yes	1
73	yes	Ch		yes	1
74	yes		Not interested in other IOF programs	yes	2
75	yes	Me, Al		yes	1
76	yes		Not interested in any other IOF program	yes	1
77	yes		No other IOF programs applicable	yes	1
78	yes	Fo, Pe		yes	1

TABLE C5: Responses to Questions 8 & 9

Open-ended responses to written feedback form Questions 8 and 9. The former was not asked in the telephone interviews.

8. If there were one aspect of the Showcase that you would highlight to improve, add or remove, what would that be?

9. Additional Comments and Suggestions:

Index	Highlight to change?	Additional Comments & Suggestions
2		
3		
4	The Edgar Thomson plant	
5	Allow it to be more of an open forum where issues and problems with government and industry could be discussed.	
6		
7	Increase number of different talks/presentations. There seemed to be a small core group of people giving all of the talks.	
8	Schedule plant tours so that they do not coincide with any other presentations or discussion groups. Attendees should not be required to choose between conference room event or facility tour.	
9	More extensive briefings before the plant tour to address #5 above (What did you not like about the showcase?)	
10		
11		
12		

Index	Highlight to change?	Additional Comments & Suggestions
13	Too many possible sessions Larger space for booths More flex time to network	
14	Broaden technical presentations	
15		
16	Spend more time touring the steel plant.	
17		
18		
19		
20		
21	Tour other aspects of the steel industry - the hot, dirty environment was a huge turn off to students. Possibly tour them through other parts of the facility to generate interest.	
22		
23	Could not hear speaker on field trip very well, PA system? Weirton Steel Plant tour	
24		
25		
26		
27		
28	Have receipts ready at registration to acknowledge payment.	The showcase should be advertised in all relevant journals to improve attendance. Provide lots of lead time Mailings to professional society members
29	Need to sell the reduction by the industry of energy/ton over Last few decades and project the future.	
30	More advance publication. My opinion was a lot of people did not know about it.	
31		
32	Schedule less sessions possibly opening sessions in the morning, lunch tours in afternoon and evenings.	
33	More industry attendees	
34		
35	Spread out presentations to avoid conflicts.	Location and facility near Pittsburgh was good.

Index	Highlight to change?	Additional Comments & Suggestions
36	Exhibits of new technology for steel industry could be improved.	
37	The exhibit room space - enlarge it.	
38		
39	Outreach to potential attendees and exhibitors outside the DOE OIT "inner circle" of current steel industry participants and DOE partners.	The outreach was set up very selectively to include steel industry participants of DOE assistance and DOE partners. Tsk! Tsk! How do you expect to fulfill your objectives re technology transfer
40	Invite more exhibitors.	
41	More exhibits from local steel makers. Wheeling, Pittsburgh Steel Corp., Wheeling - Nisshin Inc. Ohio Coating Co. Arion Roll Coater, and Specialty Steel	The location was ideal - Much better than a Downtown Pittsburgh location
42	More information on what is going on. Was I invited to eat dinner. I went but wasn't sure that bar was open (free), More info about content of seminars so I could better choose	
43	Reduce number of presentations/tracks	Promote showcase in advance similar to DOE expo.
44	More interaction with CEO's and politicians in congressional hearing.	Good meeting
45		
46		
47	Better visual aids - How about a video on some of the plant or Steel Showcase	Shows potential to develop into R&D technology vehicle also governmental awareness and focus on unfair dumping of steel into this country
48		
49		Thanks for inviting us.
50	Fewer overlapping sessions.	
51		Needed more advance notice. Short time to get together booth presentation.
52	Should give more advance notice. Did not have enough time to set up booth.	
53		Include more detailed information on subject matter. Bios, photo of presenter, description of what will be presented. Listing their involvement in industry.

Index	Highlight to change?	Additional Comments & Suggestions
54		None
55		
56	Tours. Some tours only had 6 people. (Less tour, more people per tour)	Being it was our 1st showcase, we didn't know what to expect; however, we were pleasantly surprised with the results
57	Nothing	None
58	The tour should include the nicer parts of the steel mill.	
59	Focus on 1 different plant each showcase.	
61	Nothing. I think everything was just awesome.	
62	I would like to see more steel plant managers at the showcase.	
63		
64		He felt that the Congressional field panel was the focus. The location hindered the industry from being the focus as it was too out of the way for industry. Get more exhibitors, and hand [feedback forms] out with the welcome package.
65		None
66		
67		After getting background information, has had a hard time figuring out how to apply for any state funding. No application has been submitted, because he cannot determine how to apply. Should have a session on basic steps to apply for IOF grants.
68		
69		
71		
72		
73		DOE did a nice job. Need to get more booths and invite more people.
74		
75		
76		
77		
78		